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ABSTRACT

Several intermediate performance objectives and corresponding criterion measures are listed for each of eight terminal objectives for an intermediate commercial and advertising art course for high school vocational students. The materials were developed for a two-semester (3 hours daily) course involving specialized classroom, shop, and practical experiences designed to enable the student to develop proficiency in the skills introduced in the basic course and to develop competencies in the more advanced phases of art. Content covered by the course includes poster, show card, and banner design; illustrations; screen printing; making of pounce patterns; sign painting; extensive experience in lettering, air brush work, touch-up, inks, and color dynamics; and introductory instruction in package and product design. Students completing the course objectives are expected to be ready for placement in an on-the-job training program. The titles of the eight terminal performance objectives are Reproduction Lettering, Reproduction of Art Work, Silk Screen Process Printing, Sign Development, Color Theories, Use of Color in Illustration, Oil Painting, and Live Projects. (This manual and 54 others were developed for various secondary level vocational courses using the System Approach for Education (SAFE) guidelines.) (HD)

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Commercial and Advertising ART

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PERFORMANCE OBJECTIVES

INTERMEDIATE COURSE

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July, 1975

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COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

ACCREDIATION NUMBER: 9183

LENGTH OF COURSE: 2 Semesters

TIME BLOCK: 3 Hours Daily

COURSE DESCRIPTION

Specialized classroom, shop and practical experiences designed to enable the student to develop proficiency in the skills of the basic class and to develop competencies in the more advanced phases of the art. Instruction includes: poster, show card and banner design; illustrations; screen printing; making of pounce patterns; sign painting. Students receive extensive experience in lettering, air brush work, touch-up, inks and color dynamics. Students are given introductory instruction in package and product design. Students completing the course objectives are placed in the S.I.E. program for on-the-job training.

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

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OCCUPATIONAL (CRAFT) ADVISORY COMMITTEE

WE, the undersigned, members of the Commercial and Advertising Art Craft Advisory Committee have reviewed this intermediate commercial and advertising art curriculum guide. We do hereby certify that the contents of this guide are in line with current industry practices and will prepare the student for entry level employment in the commercial and advertising art trade.

Name	Position
_____	_____
_____	_____
_____	_____
_____	_____

0.0 CURRICULUM OBJECTIVE

To develop, validate, field test and revise a one year curriculum for the Intermediate Commercial and Advertising Art course by August 1976. Successful completion of this objective will be evidenced by the validation of the contents by the Commercial and Advertising Art Advisory Committee in September 1975, the field testing of the contents during the 1975-76 school year and revision and reprinting of corrections by August 1975. Implementation of the final product will be the 1976-77 school year.

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COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 13.0 REPRODUCTION LETTERING

The student will demonstrate the layout, preparation and mechanical processes necessary for the reproduction of lettering by completing assigned reproduction lettering projects with 80% proficiency to be measured on the attached rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		13.0	Complete assigned reproduction lettering projects in the following styles: a. Gothic b. Roman c. Script
13.1	The student will letter his name in the Gothic alphabet suitable for reproduction. Points to be evaluated by teacher for 80% proficiency are: 1. letter construction 2. spacing 3. inking 4. touch-up (whiting) 5. neatness, straightness	13.1	Using T-square, triangle, ruler, pencil, pen and paper, letter your name in Gothic style lettering suitable for reproduction.
13.2	The students will letter the name of their school in the Roman (thick and thin) alphabet suitable for reproduction; teacher will evaluate check points for 80% proficiency on rating sheet.	13.2	Using T-square, triangle, ruler, pencil, pen and paper, letter the name of your school in Roman style lettering suitable for reproduction.
13.3	The students will letter the word "AMERICA" in the Script alphabet suitable for reproduction; teacher will evaluate check points for 80% proficiency.	13.3	Using T-square, triangle, ruler, pencil and paper, letter the word "AMERICA" in Script style lettering suitable for reproduction.

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 14.0 REPRODUCTION OF ART WORK

The student will demonstrate with 80% proficiency his knowledge of the layout, preparation and mechanical processes necessary for the reproduction of art work by completing assigned reproduction drawing projects with 80% proficiency to be measured by the attached rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		14.0	Complete the following reproduction drawing projects: 1. a drawing utilizing line, texture and direction 2. a map enlarged for reproduction
14.1	The student will develop a drawing for reproduction employing the following three elements of design: 1. line 2. texture 3. direction The teacher will evaluate for 80% proficiency on rating sheet.	14.1	Using pen and ink and illustration board, develop a reproduction drawing in black and two shades of gray employing the following three elements of design: 1. line 2. texture 3. direction
14.2	The student will enlarge a map with 80% proficiency using one of the following procedures: 1. scaling up (block method) 2. opaque projector	14.2	Using pencil, pen, ink and reference material, enlarge a map by the scaling up method or with the use of opaque projector, then develop the drawing for reproduction.

DATE AND PERIOD OF INSTRUCTION

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COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE
OBJECTIVE NO. 15.0 SILK SCREEN PROCESS PRINTING

The student will demonstrate his abilities in the skills and knowledge of the silk screen process by printing 10 reproductions of a posterized drawing with 80% proficiency to be measured on the attached rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		15.0	Using proper tools and materials and following correct step-by-step procedures, print 10 reproductions of a posterized drawing on the silk screen.
15.1	The student will demonstrate understanding of silk screen terminology and the purpose and care of silk screen tools and materials by scoring 75% or more on a teacher-prepared test.	15.1	Test attached.
15.2	The student will develop a posterized drawing layout and set it up for cutting a film stencil; teacher will evaluate for 80% proficiency on rating sheet.	15.2	Using pencil and paper correctly develop a pencil layout of a posterized drawing to be used for cutting a film stencil.
15.3	Using layout from 15.2, the student will cut a film stencil suitable for printing. Teacher will evaluate for 80% proficiency using the following check points: 1. pressure applied to knife 2. smoothness and exactness of lines 3. bleeding of colors 4. picking out film from relieved areas	15.3	Using X-acto knife and film, secure film over layout and cut a film stencil suitable for printing.

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 15.0 (cont'd) SILK SCREEN PROCESS PRINTING

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
15.4	The student will prepare a screen for printing by: 1. register layout 2. adhere film to screen 3. remove plastic backing 4. block out all non-printing areas of screen Teacher will evaluate process for 80% proficiency.	15.4	Using correct materials and procedures, prepare a screen for printing.
15.5	Using screen prepared in 15.4, the student will print 10 reproductions with a maximum of 20% spoilage. Upon completion of printing, student will clean screen and tools with mineral spirits and lacquer thinner or acetone.	15.5	Print 10 reproductions of your posterized drawing using the screen you have prepared. Clean up screen, tools and surrounding area upon completion of printing.

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STUDENT'S NAME _____

DATE _____

TPO 15.1 - COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

SILK SCREEN PROCESS PRINTING

DIRECTIONS: Fill in the correct word or words that complete the sentences below.

1. The liquid used to attach the film stencil to the silk is called _____.

2. The wooden board with a rubber strip used to pull ink across the silk screen press is called a _____.

3. The knife used to cut a film stencil of the layout is called an _____ knife.

4. When 2 stencils have been lined up exactly in the right place for printing they are said to be in correct _____.

5. Excessive use of adhering liquid on the film stencil will result in _____ of the film.

6. List 4 advantages and 3 disadvantages of using the silk screen printing process.

ADVANTAGES:

1. _____
2. _____
3. _____
4. _____

DISADVANTAGES:

1. _____
2. _____
3. _____

DIRECTIONS: Circle your selection T for True and F for False.

7. T F - As each printed poster is completed it should be stored in a rack to dry.

8. T F - Block out paint may be easily removed from the silk screen with mineral spirits.

9. T F - Color separation means preparing individual stencil films for each color.

10. T F - Serigraphy is another name for silk screen printing.

11. T F - Acetone is used to clean the paint from the screen without removing the film.

TPO 15.1 (cont'd)

SILK SCREEN PROCESS PRINTING

DIRECTIONS: State the purpose and care of each tool or material in the area below its name.

12. Lacquer Thinner

Purpose:

Care:

13. Block out

Purpose:

Care:

14. Squeegee

Purpose:

Care:

15. Stencil Film

Purpose:

Care:

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 16.0 SIGN DEVELOPMENT

The student will demonstrate his knowledge and skill in sign design and painting by completing with 80% proficiency each step of the sign painting procedure: (1) scale sketch, (2) layout, (3) pounce pattern, (4) surface preparation, (5) transfer patterns, and (6) letter and illustrate all elements in design with proper brushes. Successful completion of this objective will be measured by teacher on attached proficiency rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		16.0	Layout and carry to successful conclusion the development of a sign following correct step-by-step procedures.
16.1	The student will develop a scale sketch of a sign design suitable for enlargement to 24"x24" in size. This sketch will be measured for 80% proficiency on attached rating sheet.	16.1	Develop a pencil scale sketch of a sign design suitable for enlargement to 24"x24" size.
16.2	The student will prime and paint a 24"x24" panel of masonite by: sanding, applying primer coat, resanding and painting with 80% proficiency.	16.2	Prime and paint a 24"x24" masonite panel.
16.3	The student will enlarge the scale sketch from 11.1 and develop a pounce pattern in 24"x24" size with 80% proficiency on a rating sheet.	16.3	Using projector or block method enlarge the scale sketch to 24"x24" size and develop a pounce pattern with properly sanded back.
16.4	The student will correctly pounce the design on previously prepared panel.	16.4	Using pounce bag and pattern, transfer the sign design to masonite panel.

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 16.0 (cont'd) SIGN DEVELOPMENT

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
16.5	The student will on the previous prepared panel letter and illustrate all elements of the design with 80% proficiency based on: 1. paint consistency 2. straightness and smoothness of strokes 3. neatness and exactness	16.5	Using proper paint and brushes letter and illustrate the sign design on masonite panel.

RECORDING SHEET

| | | |

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 17.0 COLOR THEORIES

The student will demonstrate understanding and skill in the use of the color wheel by completing an assigned picture project with 80% proficiency on rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		17.0	Using tempera paint render a picture project using your selection of the full range of color on the color wheel.
17.1	Given handout sheets and teacher presentation on theories of color, the student will demonstrate understanding by scoring 75% or better on a teacher-prepared test.	17.1	Test attached.
17.2	The student will make a color wheel with primary colors correctly placed and blended to produce secondary and tertiary colors. Teacher will evaluate placement and blending of colors for 80% proficiency.	17.2	Using tempera paint make a color wheel with colors placed and blended correctly.
17.3	The student will render a teacher selected picture in flat tones using the primary colors to create a cool effect. Pictures will be measured for 80% proficiency on rating sheet.	17.3	Using tempera paint render a picture in flat tones using the primary colors to create a cool effect.

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 17.0 (cont'd) COLOR THEORIES

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
17.4	The student will render a teacher selected picture in flat tones using the primary colors to create a warm effect. Pictures will be measured for 80% proficiency on rating sheet.	17.4	Using tempera paint render a picture in flat tones using the primary colors to create a warm effect.

| | | |

STUDENT NAME _____

DATE _____

TPO 17.0 - COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

COLOR THEORIES

DIRECTIONS: Fill in the correct answer in the blank space.

1. The lightness or darkness of a color is called _____.
2. Another word for the name of a color is _____.
3. _____ is the strength or purity of a color.
4. Opposite colors on the color wheel are called _____.

DIRECTIONS: Circle your selection T for True or F for False.

5. T F - The mixture of two secondary colors form colors called tertiary colors.
6. T F - Neutral colors are made by mixing complementary colors and adding white.
7. T F - Raw umber, burnt umber and yellow ochre are called earth colors.
8. T F - Red, yellow and orange are receding colors.
9. T F - A shade is made by mixing a color with white.
10. T F - Green and blue are considered cool colors.

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 18.0 — USE OF COLOR IN ILLUSTRATION

The student will demonstrate his creative skills and understanding of selection and use of color by completing assigned color illustrations with 80% proficiency as measured on attached rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		18.0	Complete the following assigned color illustrations: a. greeting card b. technical c. cartoon d. pictoral e. abstract f. architectural
18.1	The student will render in color a greeting card suitable for portfolio sample with 80% proficiency to be measured on rating sheet.	18.1	Render in color a greeting card illustration suitable for portfolio sample.
18.2	The student will render in color a technical illustration suitable for portfolio sample with 80% proficiency.	18.2	Render in color a technical illustration suitable for portfolio sample.
18.3	The student will render in color a cartoon illustration suitable for portfolio sample with 80% proficiency.	18.3	Render in color a cartoon illustration suitable for portfolio sample.
18.4	The student will render in color a pictoral illustration suitable for portfolio sample with 80% proficiency.	18.4	Render in color a pictoral illustration suitable for portfolio sample.
18.5	The student will render in color an abstract illustration suitable for portfolio sample with 80% proficiency.	18.5	Render in color an abstract illustration suitable for portfolio sample

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 18.0 (cont'd) USE OF COLOR IN ILLUSTRATION

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
18.6	The student will render in color an architectural illustration suitable for portfolio sample with 80% proficiency.	18.6	Render in color an architectural illustration suitable for portfolio sample.

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COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE OBJECTIVE NO. 19.0 OIL PAINTING

The student will demonstrate his knowledge and skill in oil painting by completing an oil painting with 80% proficiency on rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		19.0	Using correct tools and materials complete a monotone oil painting.
19.1	Given handout sheets and shown tools and materials used in oil painting, the student will identify and record their purpose on attached test sheets with 80% proficiency.	19.1	Test attached.
19.2	The student will make a pencil sketch to be developed into an oil painting. This sketch will be measured for 80% proficiency on a rating sheet.	19.2	Using paper and pencil, make a pencil sketch for an oil painting.
19.3	The student will prepare the surface of a canvas or matboard for oil painting with 80% proficiency to be measured by teacher evaluation of correct procedure, paint consistency and overall quality.	19.3	Prepare the surface of a canvas or matboard for an oil painting.
19.4	The student will transfer the sketch in IPO 19.2 to the canvas or matboard and complete the drawing in preparation for oil painting with 80% proficiency.	19.4	Using charcoal and pencil transfer your sketch to the canvas or matboard and complete the drawing.

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OVERALL SIZE
PROPORTIONS
PERSPECTIVE
BALANCE OF DETAIL
HANDLING OF PEN
SHADING
NEATNESS
OVERALL QUALITY
POSITION OF LETTERS
RELATIVE SIZE OF LETTERS
STRAIGHTNESS OF LINES
EVENNESS OF LINES
SQUARE CORNERS
SMOOTH, EVEN SPACING
LETTER CONSTRUCTION
SPACING
SPELLING
SPEED
TOUCH-UP (ERASURES ETC. - REPRODUCTION)
THUMBNAIL
COMPOSITION
DESIGN
LETTERING
ACCURACY
OVERALL QUALITY
USE OF WORK TIME
CLEAN-UP PARTICIPATION
CONDUCT
ATTITUDE

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TPO 19.1 - COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

OIL PAINTING TOOLS AND MATERIALS

DIRECTIONS: Fill in the correct answer in the blank space of the sentence.

1. A painting rendered in light and dark tones using a single color and white is called a _____.

2. The strength or intensity of a color is called _____.

3. The qualities of a surface such as rough, smooth, mat or dull, glossy are referred to as _____.

4. A _____ is a compositional arrangement of inanimate objects.

5. A painting in which the activity of figures predominate; picnic, parade, children playing is called a _____ painting.

DIRECTIONS: Circle your selection T for True and F for False.

T F 6. Analagous colors are colors closely related to one another such as blue, blue-green and green.

T F 7. Zinc white is an excellent, non-poisonous white.

T F 8. A limited pallete or group of colors or tones used to paint a picture is called a pot pallete.

T F 9. Color dimensions are the three ways of measuring any color, as hue, value, intensity.

T F 10. Advancing colors appear to move away or create the illusion of distance.

DIRECTIONS: State the purpose and/or care of the tool or material in the space below.

11. Bristle Brush

Purpose:

Care:

12. Pallette knife

Purpose:

13. Pallette

Purpose:

Care:

14. Linseéd Oil

Purpose:

15. Sable brush

Purpose:

Care:

COURSE COMMERCIAL AND ADVERTISING ART - INTERMEDIATE

TERMINAL PERFORMANCE
OBJECTIVE NO. 20.0 "LIVE PROJECTS"

Upon successful completion of sufficient practice exercises the student will demonstrate knowledge and skill in drawing and lettering by designing and executing an assigned "LIVE" sign project with 80% proficiency to be measured on attached rating sheet.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		20.0	Design and execute an assigned "LIVE" sign project. Design is to include lettering and pictoral illustration.
20.1	The student will after sufficient practice exercises design and execute a "LIVE" drawing project with 80% proficiency to be evaluated on attached rating sheet for: 1. quality of work 2. proper procedure 3. neatness and accuracy	20.1	Design and execute a "LIVE" drawing project as per work order assigned you.
20.2	The student will after sufficient practice exercises design and execute a "LIVE" lettering project with 80% proficiency to be measured on attached rating sheet.	20.2	Design and execute a "LIVE" lettering project as per work order assigned you.

STUDENT _____

| | LETTERING | | | | | | | | | | | | | | | | | | | | | LAYOUT | | | | | | | | | | | | | | | | | | |